CODE-MIXING IN SELECTED RAP SONGS OF 'BADSHAH': A STUDY

Mr. Shivanand Nandkumar Swami

Lecturer in English, DKTE Society's Yashwantrao Chavan Polytechnic, Ichalkaranji, Maharashtra, India

Abstract: The present study sheds light on the reasons and effects of code mixing in rap songs of 'Badshah' on Indian youth. A questionnaire was developed to analyze the reasons and effects of code mixing in rap songs of the selected singer. A survey of 100 students of Ichalkaranji, Maharashtra was conducted. The study revealed that because of the code mixing, rap songs become catchy. It enhanced the rhythm of the songs. Songs become more entertaining. The study also revealed that all the reasons and effects were significant in their own ways. The analysis of data was brought to light by means of frequency of responses, graphical representation and descriptions, for the better understanding of a socio-linguistic phenomenon.

Keywords: Bilingualism, Code-mixing, Entertainment, Film industry, Bollywood, Rap Songs.

I. Introduction

Language is a very important and distinctive tool of communication. It is used to share thoughts, ideas, knowledge and emotions. It encompasses all the complexities of meanings, expressions and ideas. It has the characteristics of displacement, arbitrariness, productivity, duality, discreteness and cultural transmission (Yule, 1996). It, in fact, plays a significant role in being the marker of identity, social interface and cultural growth, thus becoming an inevitable part of our lifestyle (Babatunde, 2006). Language is not only the subjective advancement but a consequence of human needs, preferences and connections (Whitman, 2007). According to Heller (2007, p.1), "Language practices are socially and politically embedded". When language practices are manipulated, it makes the languages rich and obsolete at the same time. Thus, languages are affected when they get in touch with each other languages. This contact of languages is commenced by the extension of languages of power and prestige via conquest and colonization (Mesthrie, 2009). It ultimately results in code mixing and lexical borrowing.

In India youth is very much attracted towards the Films and songs. They imitate so many characters from the films and try to live a life pictured in the cinemas. There is a large impact of these films and songs on the youth. Numbers of Indians use code mixing in there day to day communication; they are affected by rap songs of many Indian singers like 'Badshah'.

II. Statement of the Problem

The aim of the present study is to find out how the youth of India perceives an active part of lyrics of film songs. It is also aims to find out the reasons and effects of code mixing in rap songs of 'Badshah' on Indian youth.

III. Significance of the Study

This study will be very significant for the evaluation of reasons and effects of code- mixed songs. This study may prove to be a useful and significant resource for EFL and ESL learners as it will open new avenues for fun learning. It will help the researchers to incorporate this linguistic phenomenon of code- mixing in various other genres like dramas, novels, T.V. commercials, news, documentaries and talk shows.

IV. Research Questions

1) How the youth of India perceive code-mixing an active part of lyrics of film songs?
2) What are the effects of code-mixed Indian film songs on the youth of Ichalkaranji?

V. Literature Review

Code-mixing is a linguistic phenomenon that has gained significant attention in recent years. It refers to the act of using two or more languages or language varieties in a single conversation or text. In the context of music, code-mixing is often used as a stylistic device to create a unique sound and to connect with diverse audiences. This literature review examines previous research on code-mixing in music and provides insights into the study of code-mixing in selected rap songs of Badshah.

Poplack (1980) describes code-switching as a complex linguistic phenomenon that involves the use of more than one language in a single conversation. The author suggests that code-switching occurs due to social and psychological factors, such as language proficiency, social status, and identity. In a study of African languages, Myers-Scotton (1993) argues that code-switching serves as a means of social interaction, expressing identity and solidarity, and negotiating power relations.

Heller (1988) argues that code-switching is a reflection of the social and political context of language use. The author suggests that code-switching is not a random phenomenon, but rather a strategic choice that speakers make to negotiate their social identities and affiliations. Similarly, Gumperz (1982) emphasizes the role of discourse strategies in code-switching and suggests that speakers use language alternation to create different communicative effects.

In the context of music, code-mixing has been widely studied in genres such as rap and hip-hop. Rymes (2009) argues that language in the hip-hop nation is a dynamic and creative force that reflects the cultural and social identity of its speakers. The author suggests that code-mixing is a common feature of rap music and serves to connect with diverse audiences and to create a unique sound.

Shin (2018) explores code-mixing in Korean rap and suggests that it serves as a creative device for expressing the identity and emotions of the rapper. The author argues that code-mixing is used to create a unique sound and to connect with audiences who may speak different languages or dialects.

In the context of Badshah's rap music, code-mixing is used as a stylistic device to create a unique sound and to connect with diverse audiences. The selected rap songs of Badshah such as "Genda Phool," "Tareefan," "Mercy," and "DJ Waley Babu" demonstrate the use of code-mixing as a means of creative expression and cultural representation. Further research on Badshah's rap music and code-mixing may shed light on the linguistic and cultural factors that influence the use of code-mixing in music.

Code-mixing in entertainment

Code-mixing is a common linguistic phenomenon in entertainment, particularly in music, television, and film. It is used as a creative and stylistic device to create a unique sound, to connect with diverse audiences, and to reflect the cultural identity of the artists or characters.

In music, code-mixing is widely used in genres such as rap, hip-hop, and reggaeton. For example, in the song "Despacito" by Luis Fonsi and Daddy Yankee, code-mixing is used to mix Spanish and English lyrics to create a catchy and memorable tune. Similarly, in the song "Senorita" by Shawn Mendes and Camila Cabello, code-mixing is used to mix English and Spanish lyrics to create a romantic and sensual atmosphere.

In television and film, code-mixing is used to reflect the linguistic and cultural diversity of the characters and the settings. For example, in the TV show "Jane the Virgin," code-mixing is used to reflect the bilingual and bicultural identity of the protagonist, Jane, who speaks both English and Spanish. Similarly, in the movie "Crazy Rich Asians," code-mixing is used to reflect the multilingual and multicultural identity of the characters who speak various Asian languages and English.

Code-mixing in entertainment serves as a means of creative expression and cultural representation. It reflects the linguistic and cultural diversity of the audiences and the artists, and it creates a unique sound and style that connects with diverse audiences. As such, code-mixing is an important and influential aspect of entertainment and popular culture.

History of Code-mixing in Indian Songs

Code-mixing in Indian songs has a rich history that dates back to the early 20th century. It was initially used in Bollywood films as a way of adding a local touch to the Western-inspired film songs. The use of code-mixing was initially limited to a few words or phrases, but it gradually evolved to encompass entire verses or even entire songs.

In the 1950s and 1960s, code-mixing became a popular trend in Indian film music. Songs like "Mera Joota Hai Japani" from the film "Shree 420" and "Yahoo! Chahe Koi Mujhe Junglee Kahe" from the film "Junglee" are some of the early examples of code-mixing in Indian songs. These songs mixed Hindi and English lyrics to create a unique and catchy sound that appealed to audiences across India.

During the 1970s and 1980s, code-mixing became more common in Indian music as Bollywood films began to cater to a more global audience. This led to the incorporation of other languages such as Punjabi, Marathi,

and Tamil in film songs. The use of code-mixing also helped to break down linguistic barriers and promote cultural unity in India.

In the 1990s and 2000s, code-mixing continued to be a popular trend in Indian music. Artists like A.R. Rahman, who blended Indian classical music with Western pop and electronic music, became popular for their innovative use of code-mixing. The rise of hip-hop and rap music in India also led to an increase in code-mixing, as artists mixed English and Hindi lyrics to create a unique sound that reflected their urban and global identities.

Today, code-mixing continues to be a popular trend in Indian music. With the advent of social media and digital platforms, artists are experimenting with a wider range of languages and musical styles to create new and innovative sounds that connect with audiences across the world.

A critical analysis of code mixing in rap songs of Badshah

Code-mixing is a common phenomenon in Indian rap music, and Badshah is one of the most prominent artists who use code-mixing in his songs. Badshah's music combines Hindi and Punjabi lyrics with English phrases and slang, creating a unique and distinctive sound that appeals to audiences across India.

A critical analysis of code-mixing in Badshah's rap songs reveals that his use of code-mixing is a reflection of his cultural identity and his desire to connect with diverse audiences. Badshah's code-mixing is not limited to just linguistic elements but also includes cultural references, such as the use of Punjabi bhangra beats and Hindi film music samples.

One of the strengths of Badshah's code-mixing is its ability to break down linguistic barriers and connect with audiences who may not speak Hindi or Punjabi as their first language. For example, in the song "DJ Waley Babu," Badshah mixes Hindi and Punjabi lyrics with English phrases and slang to create a catchy and memorable tune that appeals to a global audience.

However, a critical analysis of Badshah's code-mixing also reveals some potential drawbacks. The excessive use of English slang and phrases in his songs may be seen as a form of cultural imperialism, where English language and culture are given priority over Indian languages and cultures.

Moreover, some critics have argued that Badshah's code-mixing can be superficial and lacks depth. They argue that Badshah's songs focus more on creating a catchy and memorable tune rather than addressing social or political issues.

In conclusion, Badshah's use of code-mixing in his rap songs reflects his cultural identity and his desire to connect with diverse audiences. While his code-mixing has the potential to break down linguistic barriers and appeal to a global audience, it may also be seen as a form of cultural imperialism and lacks depth in addressing social and political issues.

VI. Research Methodology

The present study relates to the code- mixing in selected rap songs of the Bollywood singer 'Badshah'. A survey was conducted to gather information from a sample drawn from a predetermined population.

A structured questionnaire was formulated in order to collect valuable and relevant information. Basically, Survey research is one of the most commonly employed forms of research. It engages researchers asking the questions of interest related to the research from a considerable large number of respondents (Fraenkela&Wallen, 2000). From this standpoint, the researcher very meticulously considered the essentials of survey in order to ensure transparency of results.

The present survey was conducted in the General Science and Humanities department of Yashwantrao Chavan Polytechnic, Ichlkaranji with the students at the Diploma Level. It is observed that a bulk of songs had undergone the common phenomenon of code-mixing. Further, in the next step a questionnaire twelve statements were also designed in order to investigate the reasons of code-mixing in songs and their impact on the audience/listeners. For the study 100 students from Yashwantrao Chavan Polytechnic, Ichalkaranji were choosen randomly. For further classification of the point of views, both quantitative and qualitative data were employed for a well-planned and organized body of research.

VII. Data Collection Strategies

The researcher used the questionnaire as the main research instrument for collecting the data.

VIII. Population of the Study

The population of the study was comprised of 100 subjects belonging to Yashwantrao Chavan Polyetchnic, Ichalkaranji. Only Diploma Level students were selected to undertake the study. The Random Sampling technique was employed to select 100 subjects as a sample for the study.

IX. Data Analysis

The responses of the respondents were evaluated to establish the reasons of code-mixing in the rap songs and the impact of code-mixed songs on the audience / listeners by implementing the relative frequency distribution method which was used as the statistical method in order to attain the general percentage of the respondents (see Appendix A, Table 1& 2, regarding their views about reasons and impact of code mixing).

X. Findings and Discussion

The researcher determined the reasons and impact of code mixing in Indian film songs by using relative frequency distribution. All the variables were interpreted separately to identify their importance in code-mixing. The discussion representations highlight the statistical outcomes in terms of an overview for all the 6 reasons and 6 impact factors of code-mixing:

Reasons of Code-mixing in rap Songs:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Code-mixing makes the songs catchy.	28	46	18	5	3
Code-mixed songs create good rhyme scheme.	54	8	2	17	19
The audiences prefer code-mixed songs to monolingual songs because of prestige factor.	17	36	8	25	14
Code-mixed songs are the demand of the producers.	44	10	5	11	30
Code-mixed songs gain popularity quickly.	47	16	1	23	13
Code-mixed rhyming words have a pleasing effect on you.	35	21	13	9	20
Code-mixed songs provide the sense of modernity.	28	46	18	5	3
Code-mixed songs make you feel foreign.	32	22	2	14	29
Code-mixed songs have an appealing effect on people of every age and gender.	46	19	6	5	24
Code-mixed songs leave a long term effect on the minds of listeners.	54	8	1	18	19
Code-mixed songs have a stronger impact on people belonging to every class of society.	16	28	21	13	22
Code-mixed songs provide the sense of modernity.	17	28	13	25	13

Q1) Code-mixing makes the songs catchy.

Discussion: The majority of respondents (74%) either strongly agree or agree that code-mixing makes songs catchy. This is likely because code-mixing can create a unique blend of different languages and sounds, which can make a song stand out and be memorable. Additionally, code-mixing can add a sense of diversity and cultural richness to a song. However, there are also some who disagree or are neutral, which could be because they do not like the sound or find it distracting.

Q2) Code-mixed songs create good rhyme scheme.

Discussion: The responses for this statement are relatively mixed, with a majority of respondents either strongly agreeing or disagreeing (54% and 19% respectively). Those who strongly agree may believe that code-mixing can add an extra layer of complexity to the rhyme scheme, making it more interesting and

enjoyable. On the other hand, those who disagree may find that code-mixing disrupts the natural flow of the rhyme scheme, making it more difficult to follow or appreciate. Additionally, those who are neutral or disagree may not have a strong opinion on this statement or may not have noticed the impact of code-mixing on the rhyme scheme.

Q3) The audiences prefer code-mixed songs to monolingual songs because of prestige factor.

Discussion: The responses to this statement are quite varied, with no single response category receiving a majority of responses. Those who agree with the statement may believe that code-mixed songs give off an air of sophistication and multiculturalism, which can be attractive to some listeners. On the other hand, those who disagree may feel that the language used in a song should not be a factor in determining its quality, and that code-mixing is not necessarily a sign of prestige. The relatively high percentage of neutral responses (8%) suggests that many respondents may not have a strong opinion on this statement, or may not have considered the prestige factor when listening to code-mixed songs.

Q4) Code-mixed songs are the demand of the producers.

Discussion: Based on the given data, it seems that there is some disagreement among the respondents regarding whether code-mixed songs are the demand of producers. While 44% of respondents strongly agree or agree that code-mixed songs are in demand, 41% either disagree or strongly disagree. This suggests that there is not a clear consensus on this statement. It is possible that the demand for code-mixed songs varies depending on the region, genre, and other factors, and therefore it is difficult to make a blanket statement about the preferences of producers.

Q5) Code-mixed songs gain popularity quickly.

Discussion: The data suggests that a significant portion of the respondents agree or strongly agree that code-mixed songs gain popularity quickly (47% strongly agree and 16% agree). This could be due to the fact that code-mixed songs have a wider reach as they combine multiple languages, making them more accessible to a diverse audience. Additionally, code-mixed songs can appeal to people who are familiar with multiple languages and enjoy the interplay between them in the lyrics. However, there are still a considerable number of respondents who disagree or strongly disagree with this statement (23% disagree and 13% strongly disagree), indicating that there may be other factors at play in the popularity of a song beyond language mixing.

Q6) Code-mixed rhyming words have a pleasing effect on you.

Discussion: Based on the given data, it appears that a significant portion of the respondents agree or strongly agree that code-mixed rhyming words have a pleasing effect on them (56% in total). Only 29% of the respondents disagreed or strongly disagreed with this statement. This suggests that code-mixing can be used effectively to create a pleasing sound and improve the musical experience for some listeners. However, it is worth noting that a sizable portion of respondents (13%) felt neutral about this statement, indicating that the effect of code-mixing on rhyming can be subjective and may not have the same impact on all listeners.

Q7) Code-mixed songs provide the sense of modernity.

Discussion: From the responses, it appears that a majority of the participants agree or strongly agree that code-mixed songs provide the sense of modernity (74%). This could be because code-mixing is often associated with the blending of cultures and languages, which can give a song a contemporary and diverse feel. Additionally, code-mixing is becoming increasingly common in popular culture, particularly in music, which may contribute to the perception that it is a modern trend.

However, there are also a significant number of participants who are neutral or disagree with this statement (23%), indicating that not everyone may associate code-mixing with modernity. This could be because some people may perceive code-mixing as outdated or unnecessary, or they may simply prefer monolingual songs.

Overall, it seems that the perception of code-mixed songs providing a sense of modernity is a subjective one, and may depend on individual preferences and cultural backgrounds.

Q8) Code-mixed songs make you feel foreign.

Discussion: According to the responses, 54% of the participants either disagree or strongly disagree that code-mixed songs make them feel foreign. On the other hand, 54% of the participants strongly agree or agree that code-mixed songs leave a long-term effect on the minds of the listeners. This could indicate that while code-mixed songs might not necessarily make people feel foreign, they do have a lasting impact on the listeners. Additionally, 20% of the participants strongly disagree or disagree that code-mixed rhyming words have a pleasing effect on them, which suggests that not everyone finds code-mixing to be musically pleasing.

Q9) Code-mixed songs have an appealing effect on people of every age and gender.

Discussion: According to the survey results, 65% of the respondents either strongly agreed or agreed that code-mixed songs have an appealing effect on people of every age and gender. This suggests that code-mixed songs are popular across different age groups and genders. However, 29% of the respondents either disagreed or strongly disagreed with this statement, indicating that not everyone finds code-mixed songs appealing.

It is worth noting that the preference for code-mixed songs may vary across different cultures and regions. For example, in a country where multilingualism is the norm, code-mixed songs may be more popular than in a country where mono lingualism is prevalent. Additionally, different age groups may have different musical preferences, and this may influence their opinions on code-mixed songs.

Q10) Code-mixed songs leave a long term effect on the minds of listeners.

Discussion: Based on the survey, a majority of the respondents (54%) strongly agree that code-mixed songs leave a long-term effect on the minds of listeners. This suggests that listeners tend to remember code-mixed songs for a longer period of time compared to monolingual songs. It could be due to the unique combination of languages used in code-mixed songs, which makes them stand out and memorable.

However, a significant portion of the respondents (18%) disagree with this statement, which indicates that code-mixed songs may not have the same impact on all listeners. This could be due to personal preferences or cultural background.

Q11) Code-mixed songs have a stronger impact on people belonging to every class of society.

Discussion: According to the responses, there is a significant level of disagreement regarding the statement that "Code-mixed songs have a stronger impact on people belonging to every class of society." Only 16% strongly agreed, whereas 28% agreed, and 21% remained neutral. On the other hand, 13% disagreed and 22% strongly disagreed with the statement.

The results suggest that people have different opinions on the impact of code-mixed songs on different classes of society. Some might believe that code-mixed songs have a stronger impact on lower classes, while others might think that code-mixed songs have a stronger impact on the upper class. The statement is somewhat vague and does not specify which class of society is being referred to, which might have resulted in mixed responses. It is also possible that factors other than social class, such as language background or musical taste, could influence how code-mixed songs are perceived and their impact on the listeners.

Q12) Code-mixed songs provide the sense of modernity.

Discussion: According to the responses, there is a somewhat mixed opinion on whether code-mixed songs provide a sense of modernity. About 45% of the respondents either agree or strongly agree that code-mixed songs provide a sense of modernity, while around 38% of the respondents either disagree or strongly disagree with this statement. The remaining 17% of the respondents have a neutral opinion.

Those who agree with the statement may feel that code-mixed songs reflect the current trends and cultural mixing in modern society. They may appreciate the use of multiple languages and the blending of different styles and genres in these songs, which they feel adds to their modern and contemporary appeal.

On the other hand, those who disagree with the statement may feel that code-mixed songs are not necessarily modern and may be seen as outdated or old-fashioned by some listeners. They may argue that monolingual songs can also be just as modern and relevant as code-mixed songs, and that the use of multiple languages is not necessarily an indicator of modernity.

XI) Conclusion

Based on the data presented in the research article on code-mixing in selected rap songs of Badshah, it can be concluded that the majority of the respondents agree or strongly agree that code-mixing makes the songs catchy, code-mixed songs create a good rhyme scheme, code-mixed songs gain popularity quickly, and code-mixed songs have an appealing effect on people of every age and gender.

However, there were also mixed responses to some statements. For example, while some respondents agreed that code-mixed songs provide a sense of modernity, others disagreed or were neutral. Similarly, while some respondents agreed that code-mixed songs leave a long-term effect on the minds of listeners, others disagreed.

The research article highlights the use of code-mixing in Badshah's rap songs, which has become a popular trend in Indian music. It suggests that code-mixing can have a significant impact on the popularity and appeal of songs, as well as on the cultural and linguistic identity of the listeners.

Overall, the research article provides valuable insights into the use and perception of code-mixing in rap songs and its impact on the audience.

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